



BRESSLERgroup

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mturpault@bresslergroup.com



BRESSLER group

DESIGN YOUR FUTURE



Section 1: Grow Your Interaction Design Capabilities

Section 2: Hone Your Branding Skills

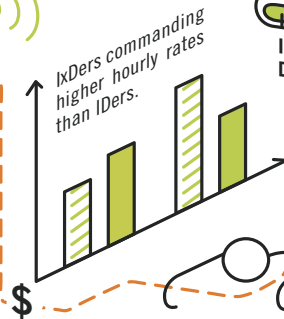
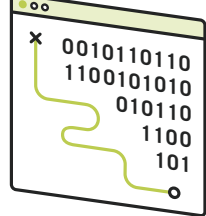
Section 3: Prepare for (More) Big Changes

DESIGN YOUR FUTURE



Start

#1: Be Tactical



Industrial Design

User Experience

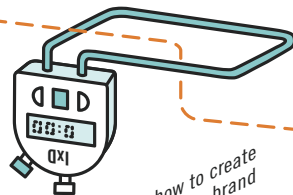
Hybridize.



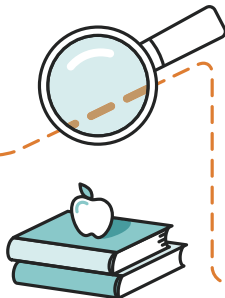
Information Architecture

Know your emerging technology.

#2: Be Nimble

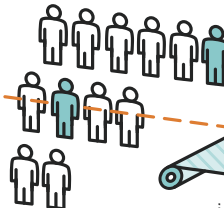


Know how to create compelling brand experiences swiftly.

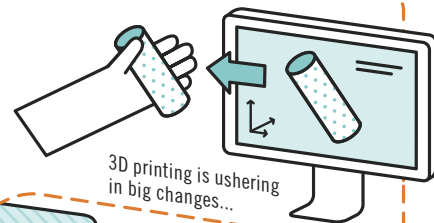


... and the need for strong niche brand identities.

Brand

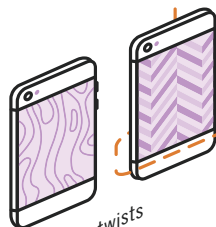


... including a flowering of niche brands...



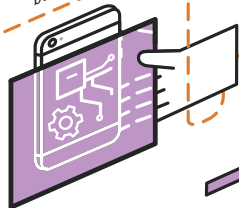
3D printing is ushering in big changes...

#3: Be Flexible



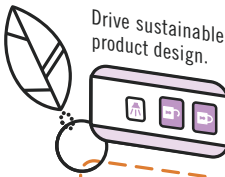
Strategize twists on customization.

Know how to design below the surface.



Fuel magical product experiences with multi-sensory features.

Drive sustainable product design.



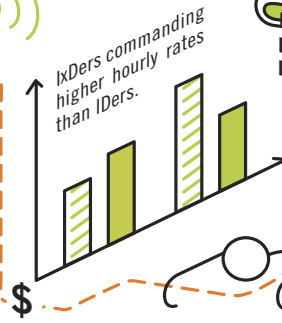
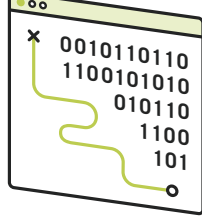
Finish

DESIGN YOUR FUTURE



Start

#1: Be Tactical



Industrial Design

User Experience

Hybridize.



Usability

Information Architecture

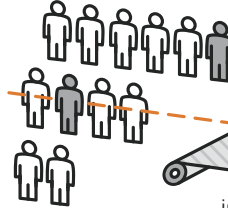
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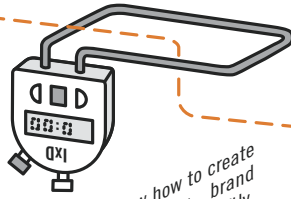
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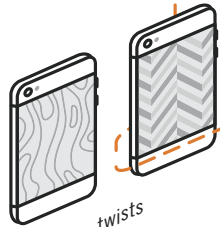
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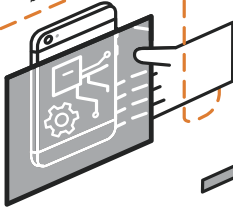


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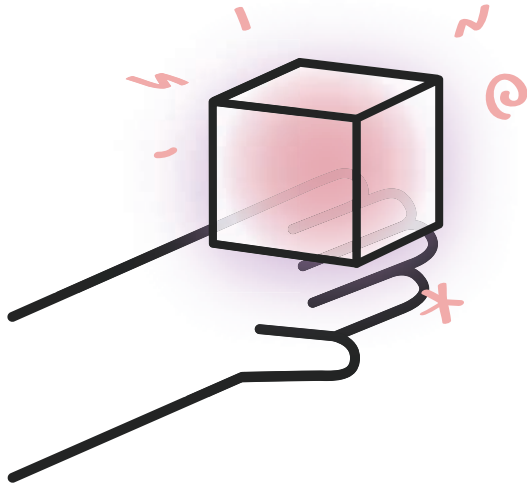
Finish



UI
user interface



UX
user experience



IxD
interaction design



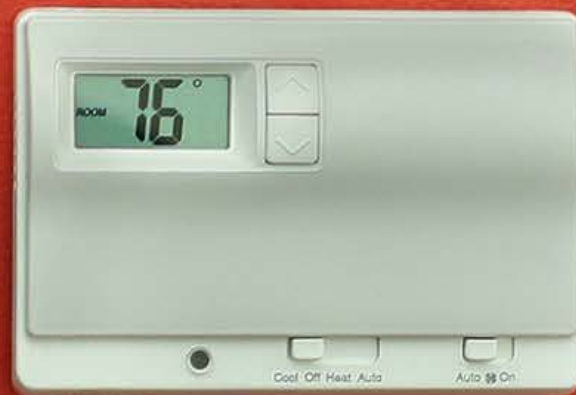
Honeywell

5:12

MON

72°F





How the Internet of Things Is Changing Industrial Design

Sep 10, 2013

Thomas Murray

Senior Industrial Designer

[in Share](#) 11 [f Like Share](#) 12 [g+ Share](#) 2 [t Tweet](#) 23

Last year someone gifted me with Twine, an Internet-connected 2.5 square box that can be





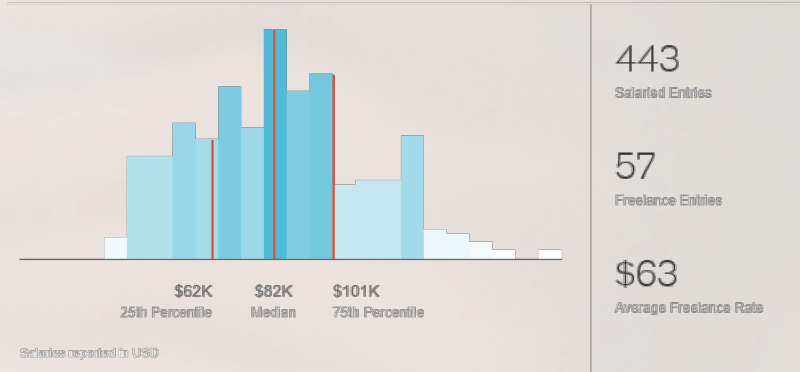
Change is here.



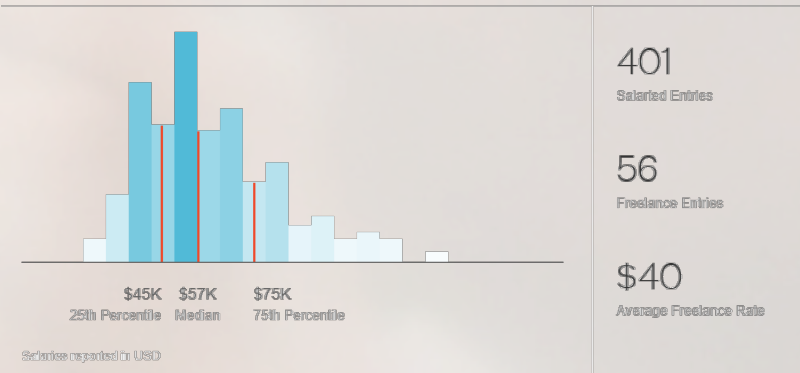
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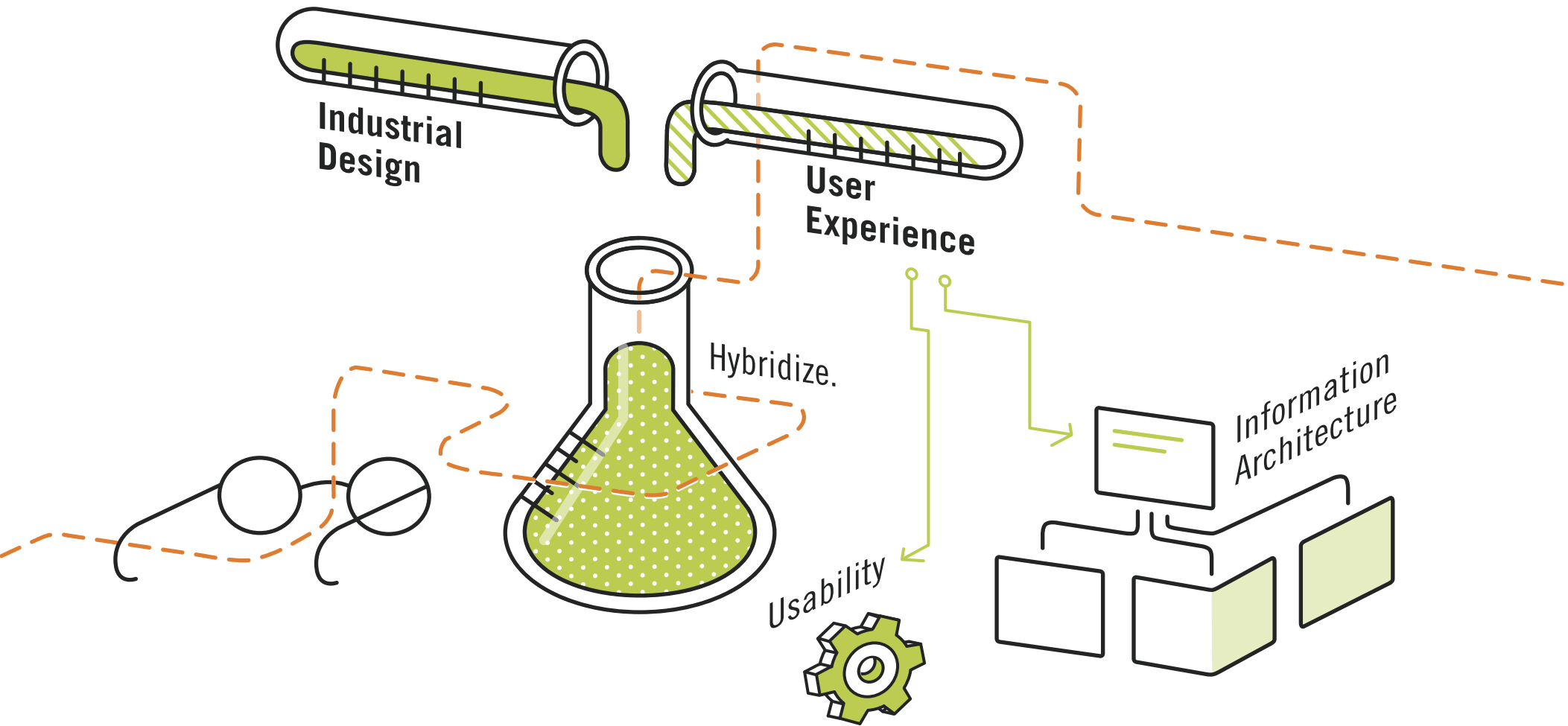


User Experience Designer salaries in United States



Product Designer salaries in United States





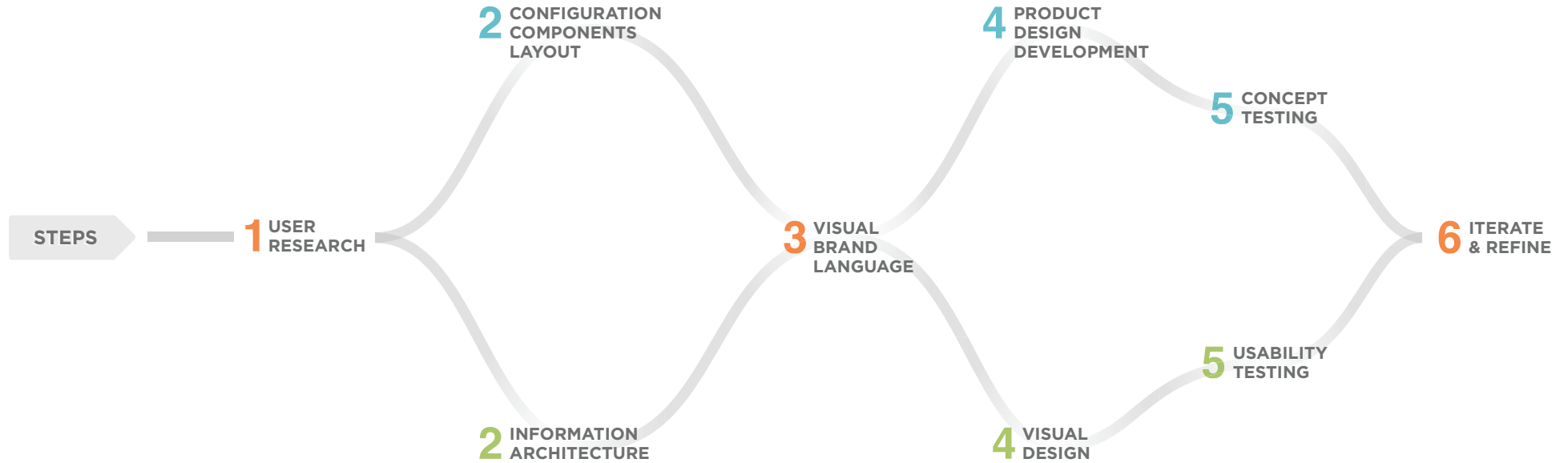
Traditional Industrial Design Process



Traditional User Interface Process



Parallel Industrial / User Interface Process



Rigid stage gate process

TASK

▼ 1. Typical StageGate or Waterfall process

2. Research & planning

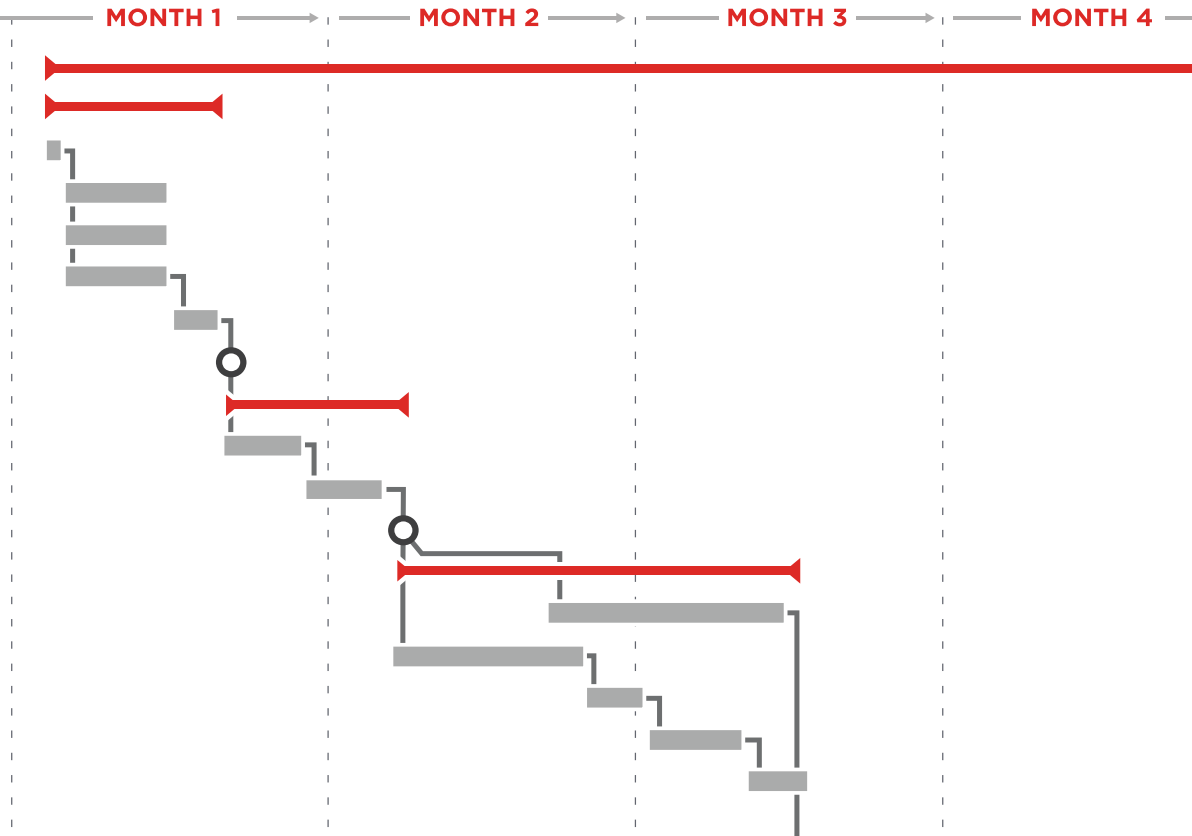
- 3. Requirement review
- 4. Review existing data
- 5. Create draft of product specifications
- 6. CAD initial components layout
- 7. Generate part break up configuration concepts (3)
- 8. Research review

▼ 9. Concept generation & development

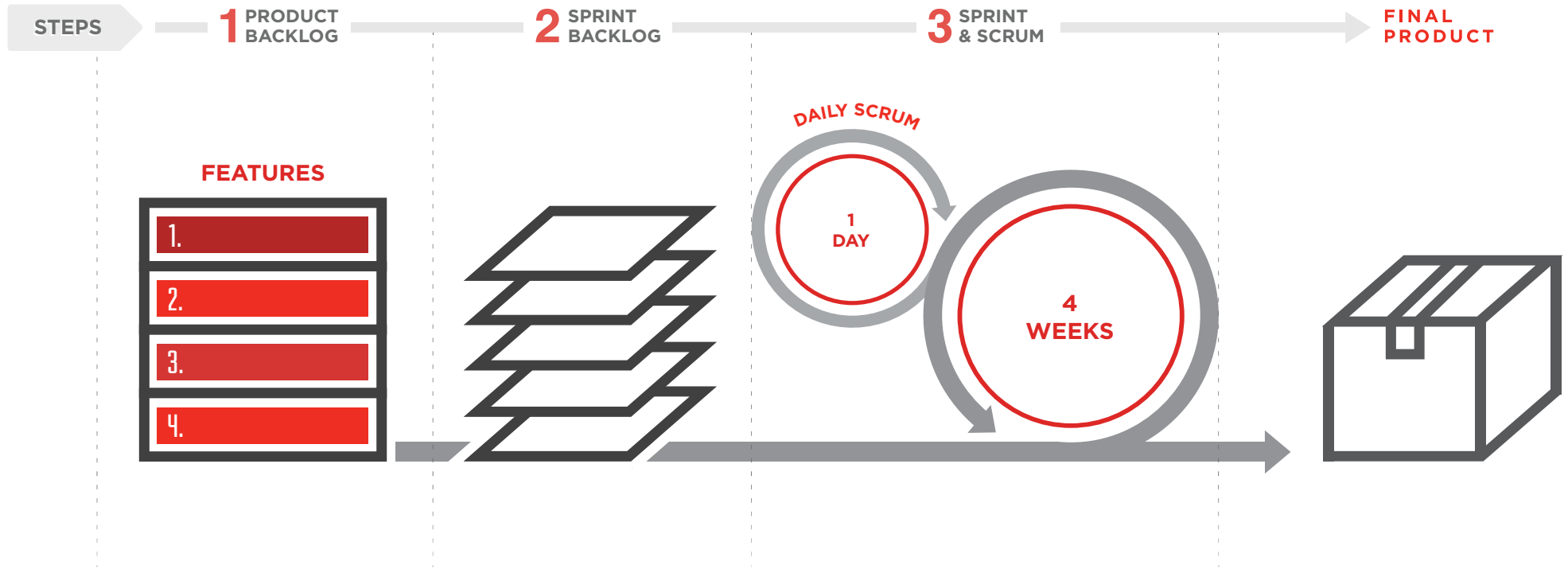
- 10. Industrial design exploration
- 11. Preliminary CAD modeling
- 12. Concept review

▼ 13. Engineering development

- 14. Industrial design support (3D prints)
- 15. Detail mechanical design engineering
- 16. Build breadboard for testing
- 17. Test breadboard (sealing)
- 18. Iterate and review full system
- 19. Vendor liaison



Flexible scrum process



Combining the 2

TASK

▼ 1. Typical StageGate or Waterfall process

2. Research & planning

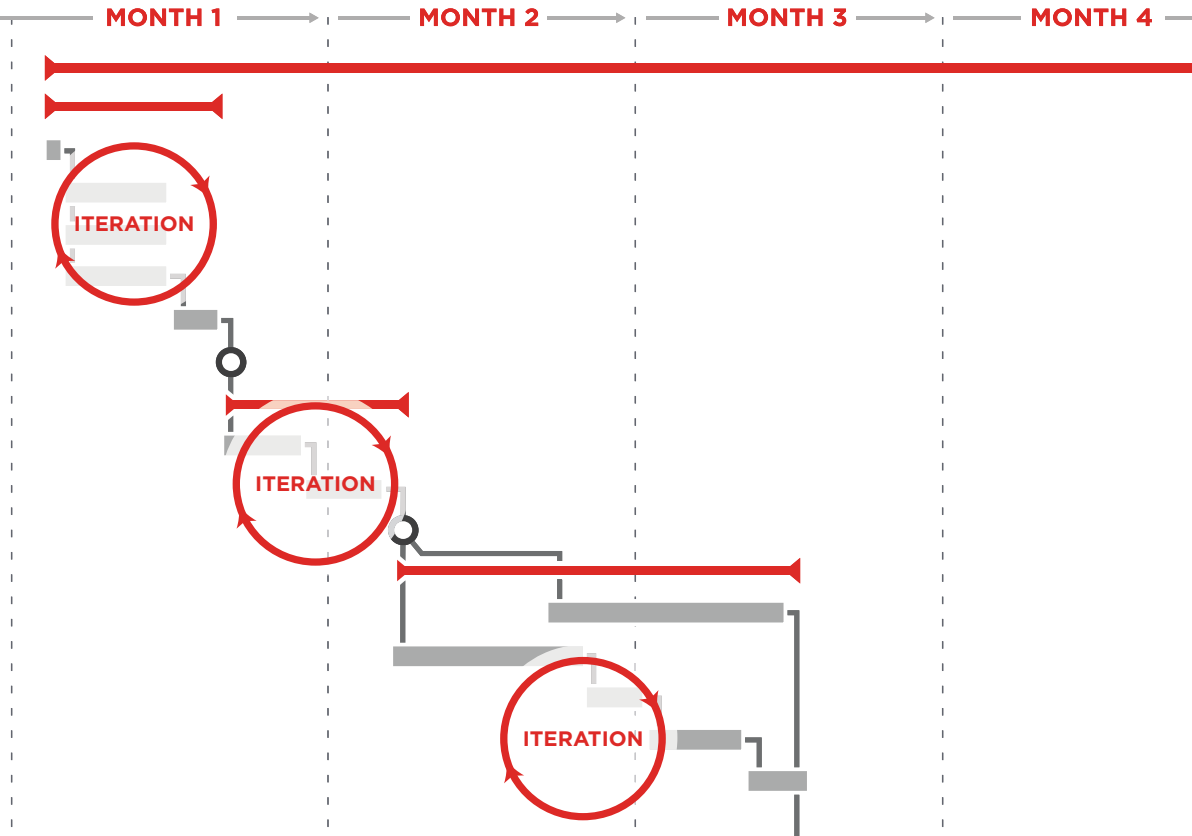
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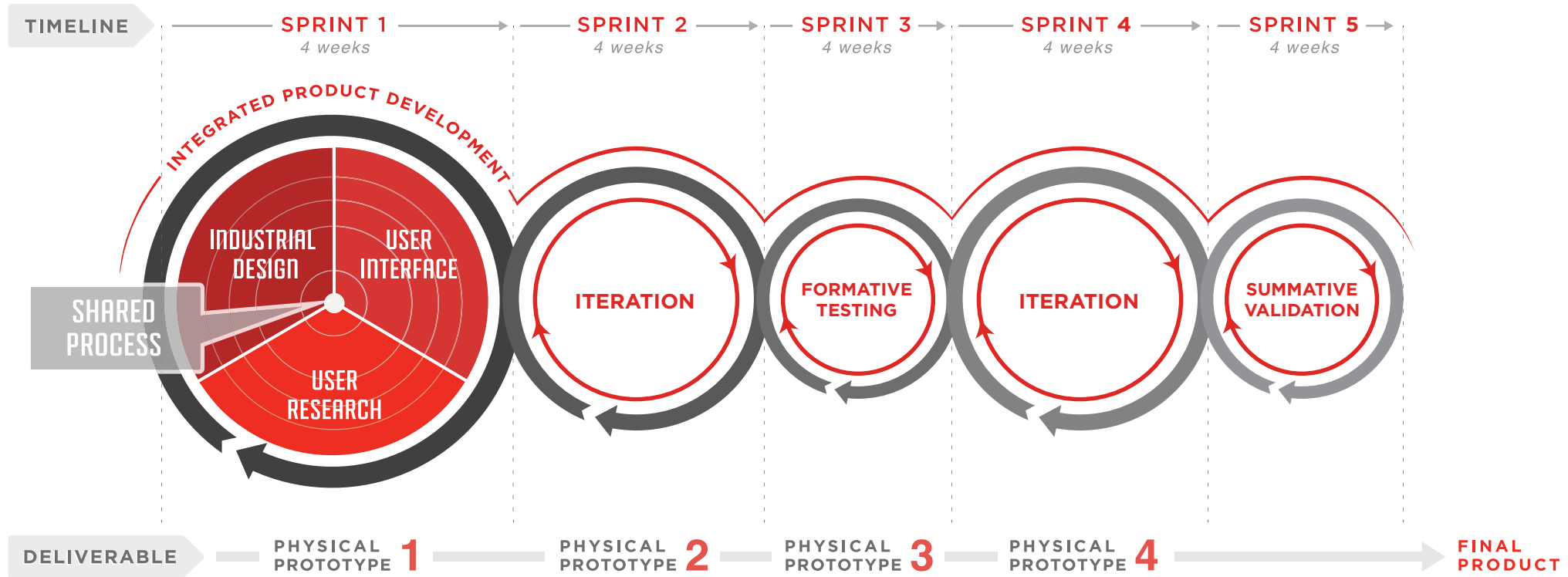
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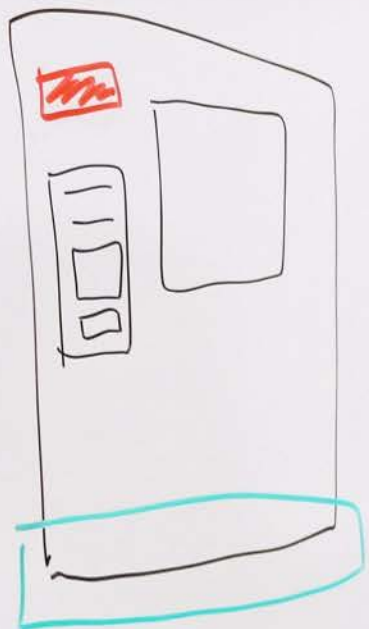
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- 19. Vendor liaison



Developing a blended process





Add

- Parking
- View
- Add

Home
View
Add

Home
View
Add

Home
View
Add

Product Design

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Books and publications

Anything by Don Norman or Bill Buxton. This includes **The Psychology of Everyday Things** and **Sketching User Experiences**.

Don't Make Me Think: A Common Sense Approach to Web Usability, 2nd Edition, Steve Krug.

Handbook of Usability Testing: How to Plan, Design, and Conduct Effective Tests, Jeffrey Rubin and Dana Chisnell.

Observing the User Experience: A Practitioner's Guide to User Research, Mike Kuniavsky.

Contextual Design: Defining Customer-Centered Systems, Beyer, Hugh (a bit dated but a classic).

The Elements of User Experience, Jesse James Garret.

Lean UX: Applying Lean Principles to improve User Experience (for more progressive methodologies).

Designing with the Mind in Mind, Jeff Johnson.

About Face (latest edition): The Essentials of Interaction Design, Alan Cooper.

Designing the Obvious, A Common Sense Approach to Web and Mobile Application Design, Robert Hoekman, Jr.

Smart Things: Ubiquitous Computing User Experience Design, Mike Kuniavsky.

The Visual Display of Quantitative Information, Edward Tufte.

Envisioning Information, Edward Tufte.

The Universal Principles of Design, Lidwell, Holden, Butler.

Blogs and online resources

UX Magazine, uxmag.com

Smashing Magazine, smashingmagazine.com

UX booth, uxbooth.com

UX Matters, uxmatters.com

NN Group, nngroup.com (Nielsen and Norman joined forces to form their own consultancy and put their massive library of research online.)

Stanford, Harvard, and MIT offer free online courses in HCI.

Questions?

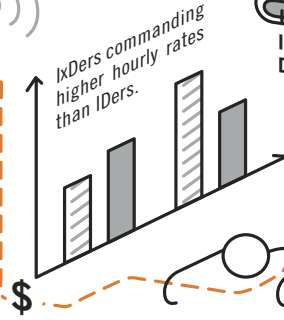
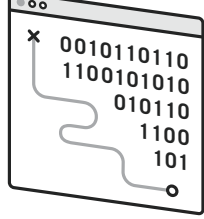


DESIGN YOUR FUTURE



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#1: Be Tactical



Industrial Design

User Experience

Hybridize.



Information Architecture

Know your emerging technology.

#2: Be Nimble

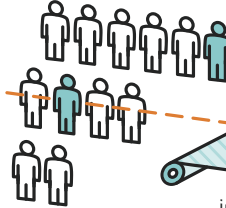


Know how to create compelling brand experiences swiftly.



... and the need for strong niche brand identities.

Brand

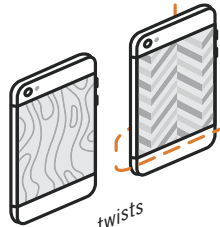


... including a flowering of niche brands...

3D printing is ushering in big changes...

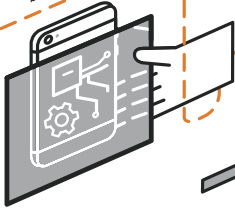


#3: Be Flexible



Strategize twists on customization.

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Finish



A manufacturing technology

A manufacturing technology

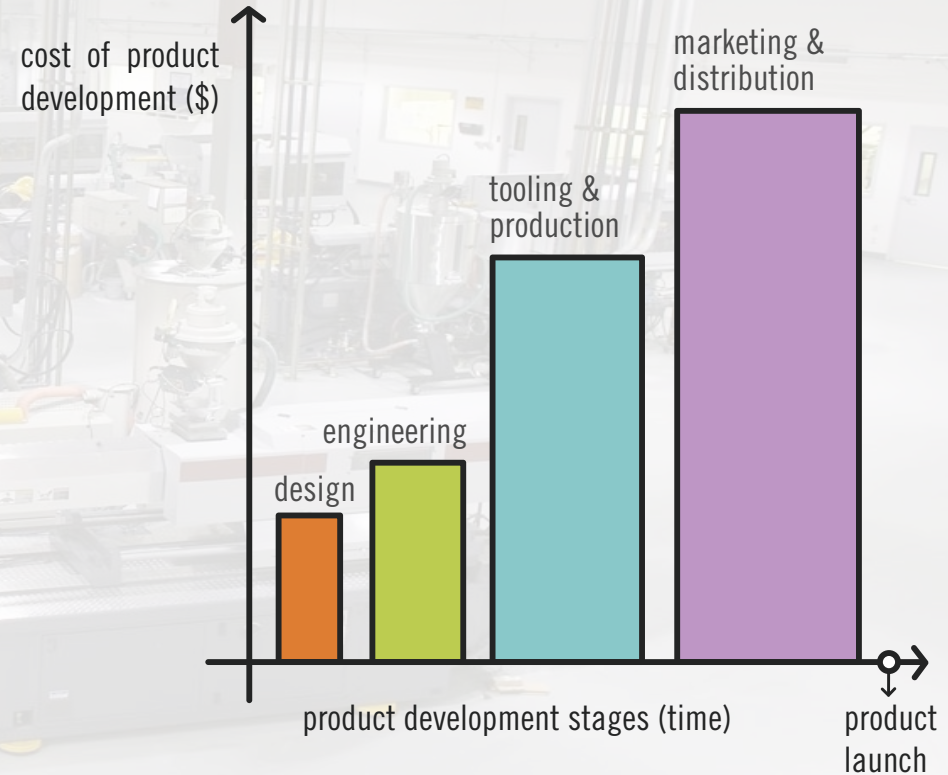




Rigid manufacturing



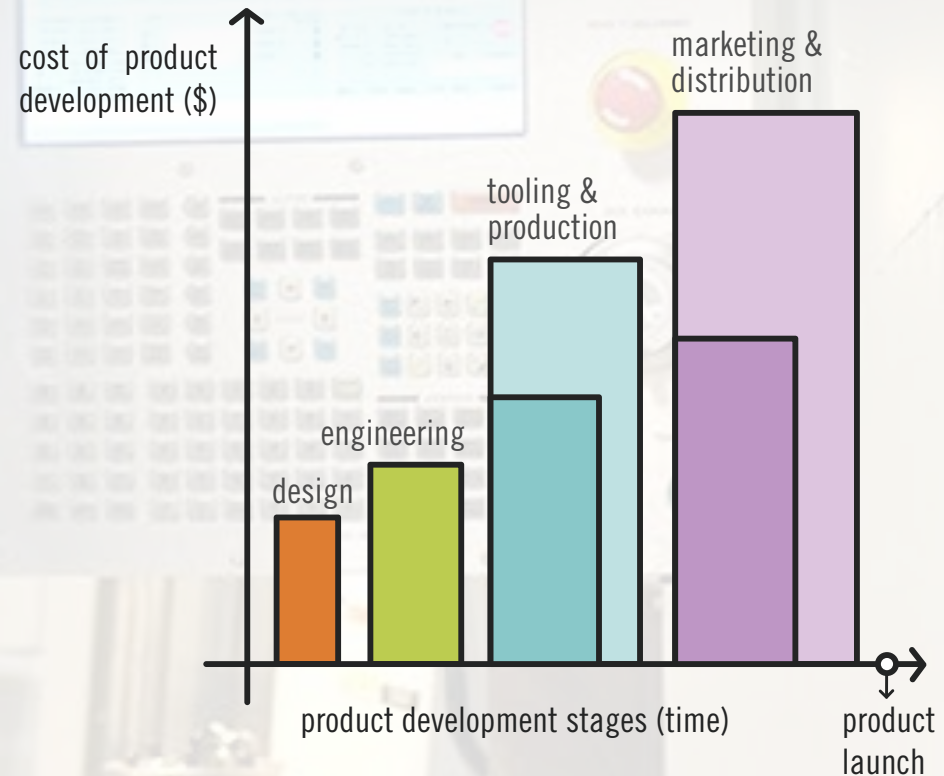
Today



Quick manufacturing

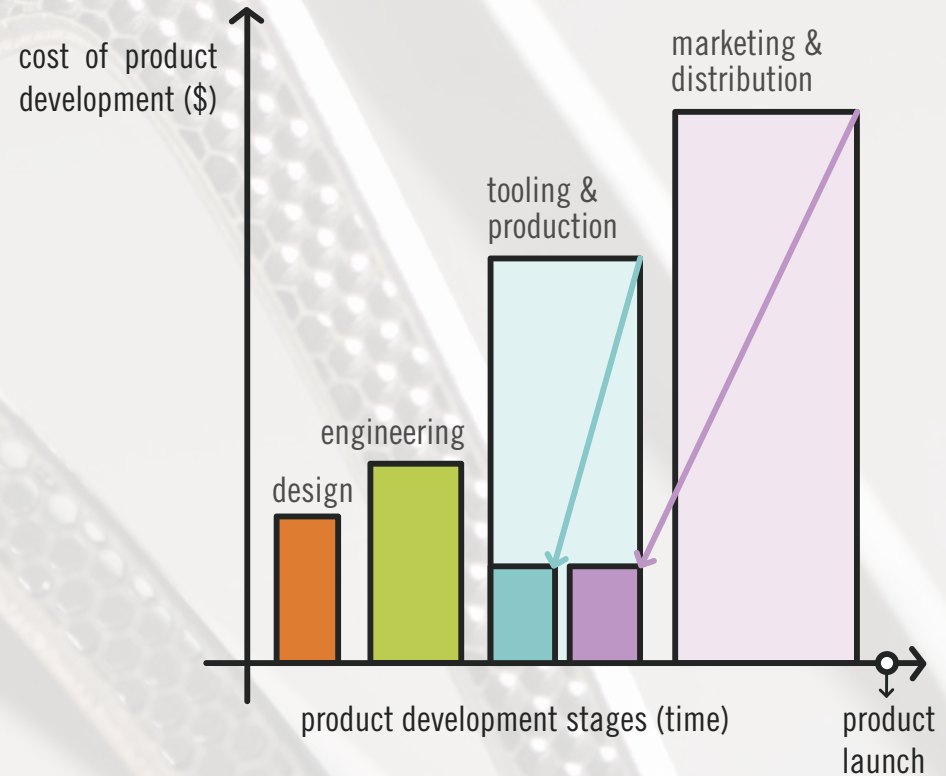


Tomorrow



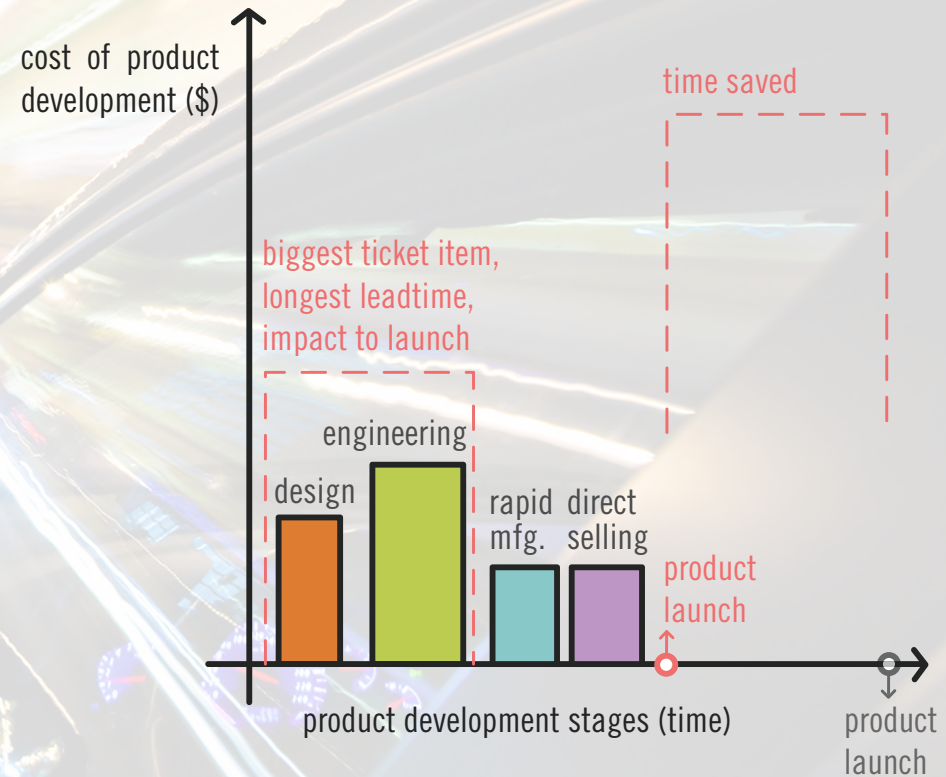
Additive manufacturing

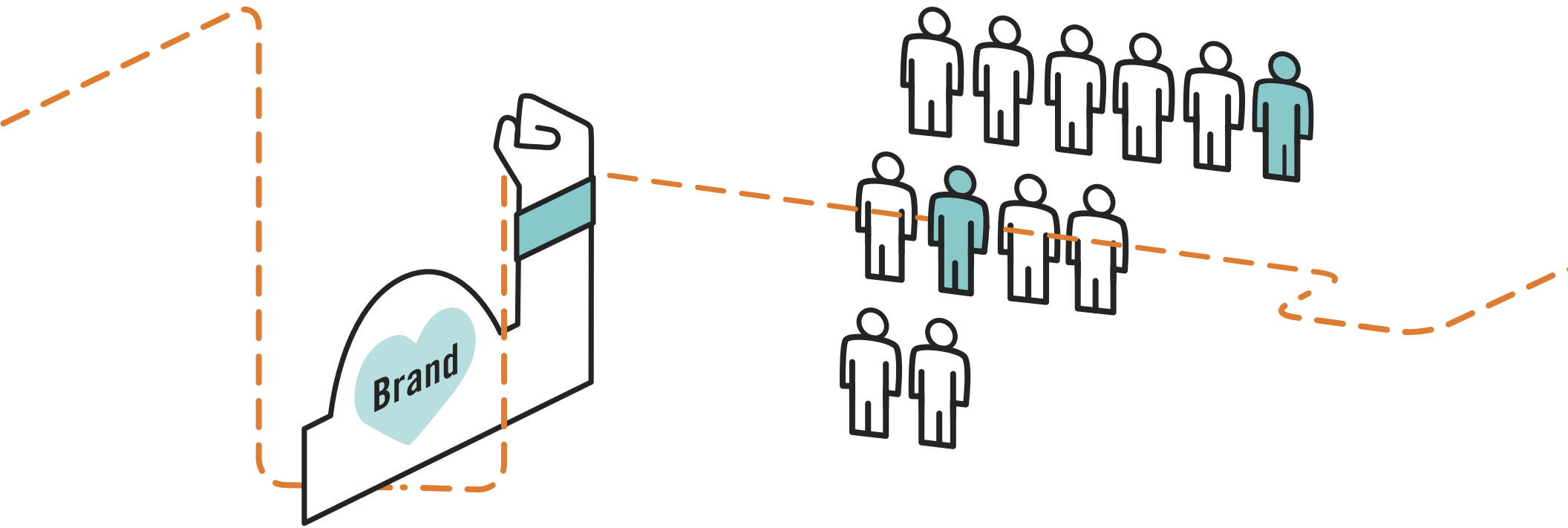
in few years



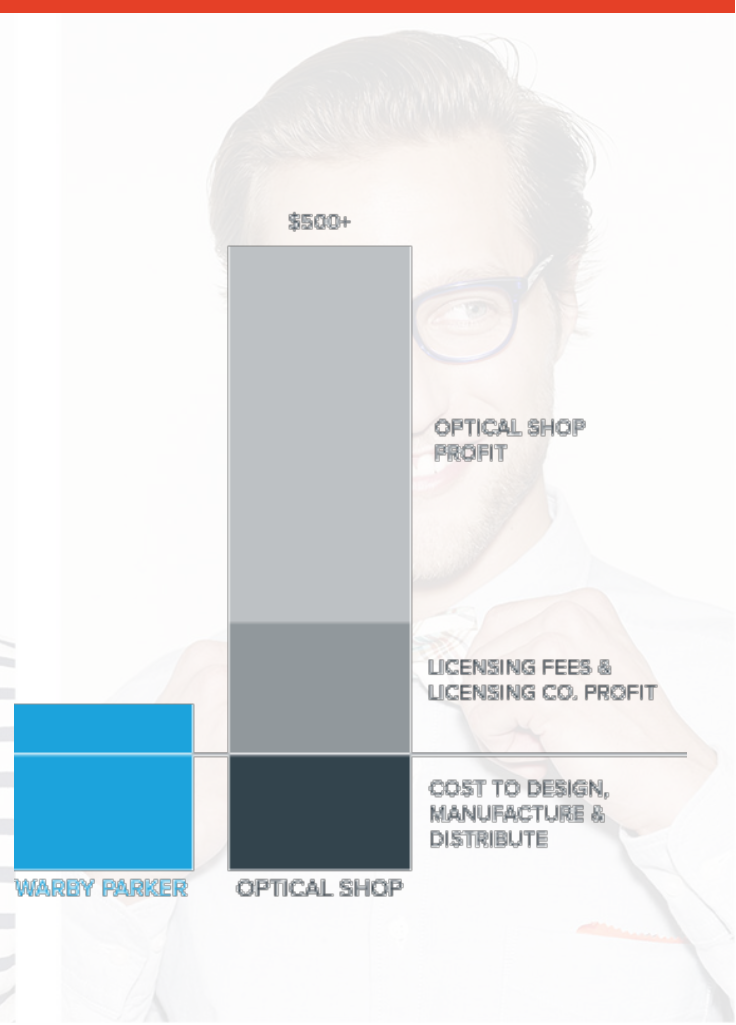


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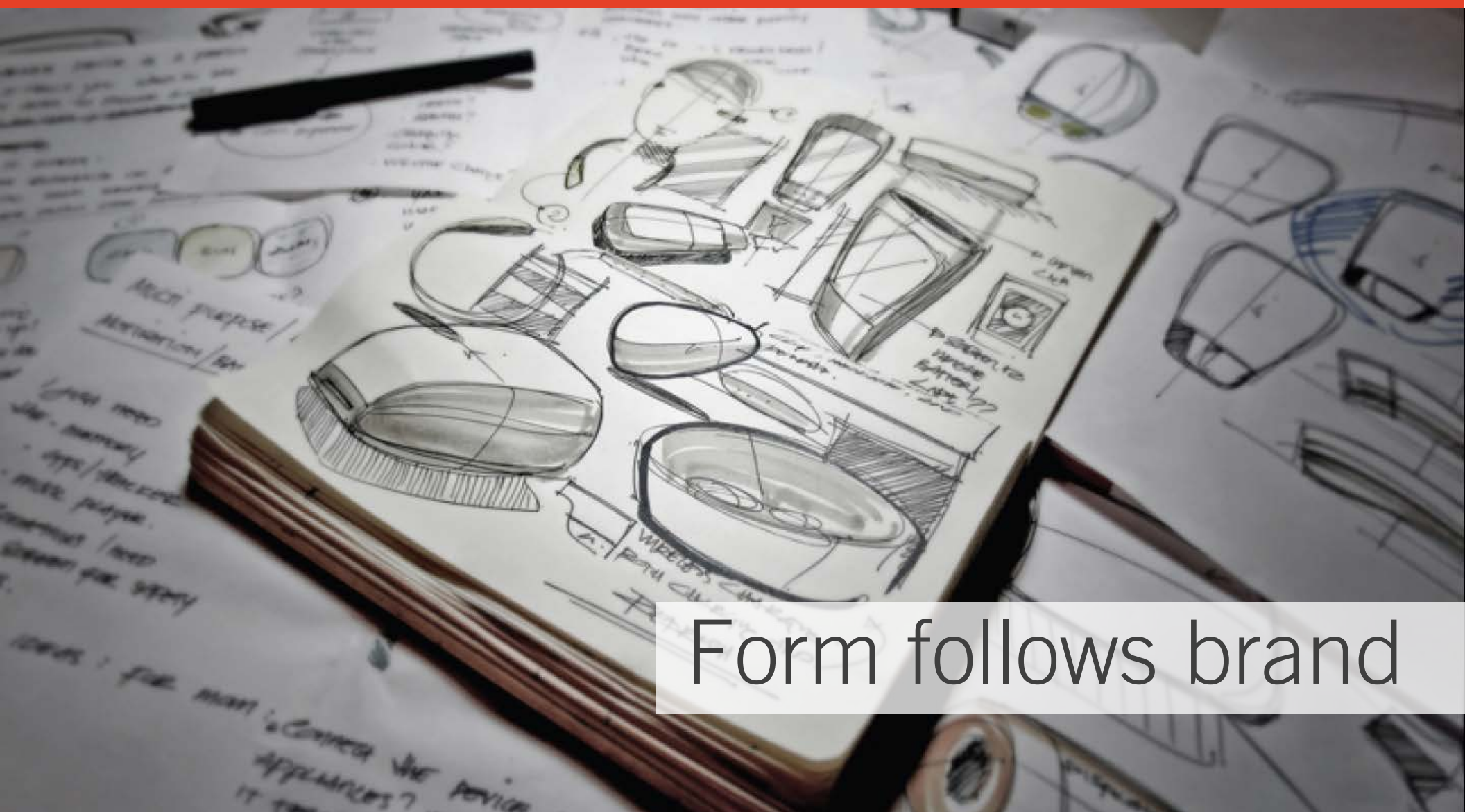
Niche brand proliferation



WARBY PARKER eyewear



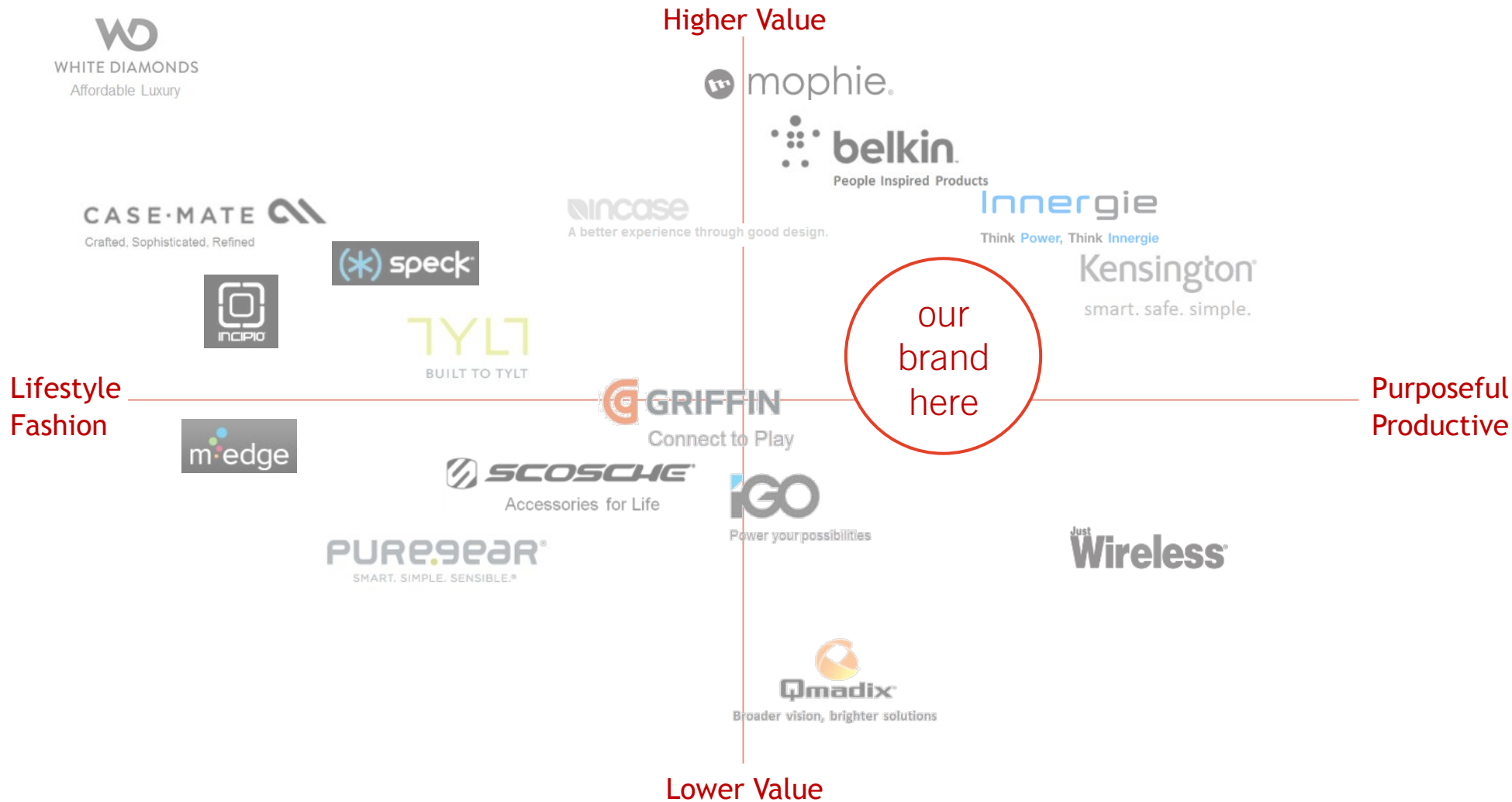
Rational over personal



Form follows brand

A close-up of a silver, mesh-covered microphone on a stand in the foreground. The background is a large, empty auditorium with rows of white seats stretching towards a red stage. A large screen is visible on the left side of the stage, and several spotlights are illuminating the scene. The text "Talk the talk..." is overlaid on a semi-transparent grey box in the upper right area.

Talk the talk...



RELEVANT

Carefully considered design features that relevant to the needs and working conditions of target users - illuminated USB ports, multiple power ports, integrated cable storage.

PURPOSEFUL

Crisp, chamfered edges communicate precision and engineered technology without excess. Sophisticated, 2-tone grey body colors combine with orange highlighting of key features.

DEPENDABLE

Soft touch finishes enhance tactile grip and communicate a durable build quality that working users can trust. Flat section, color matched cables and connectors deliver a perception of robustness and reliability.



Questions?

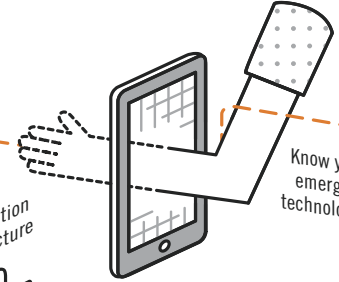
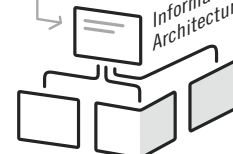
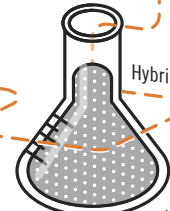
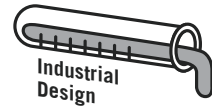
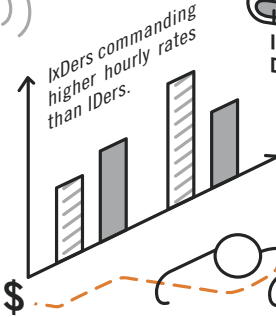
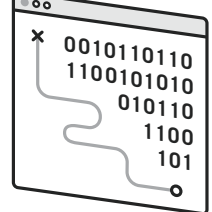


DESIGN YOUR FUTURE



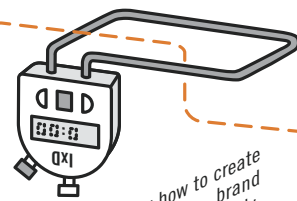
Start

#1: Be Tactical



Know your emerging technology.

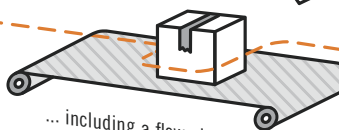
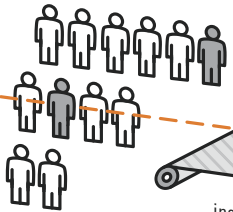
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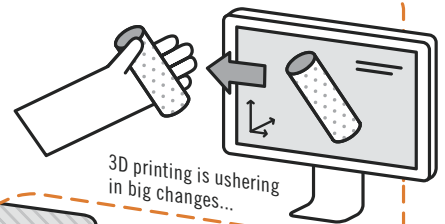
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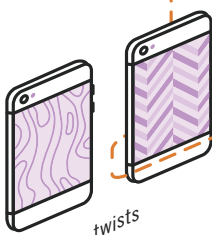


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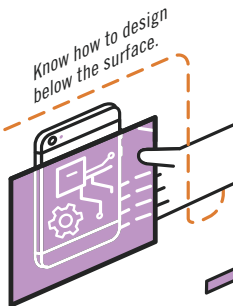


3D printing is ushering in big changes...

#3: Be Flexible



Strategize twists on customization.



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Finish





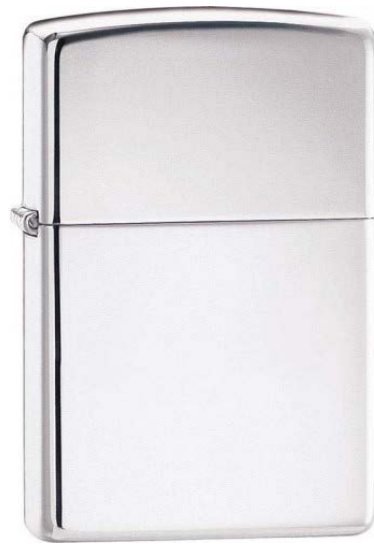
A close-up photograph of a woman's neck and shoulders. She is wearing a thin silver chain necklace with a white and black pendant that features a music note icon. She is also wearing black earbuds. The background is a dark, textured surface.

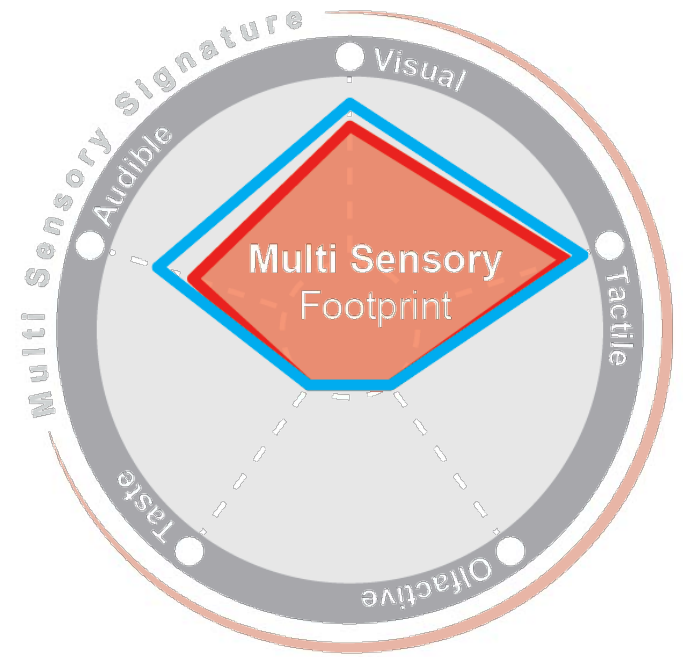
Vibro-tactile feedback

LUMOback



Audio Signatures





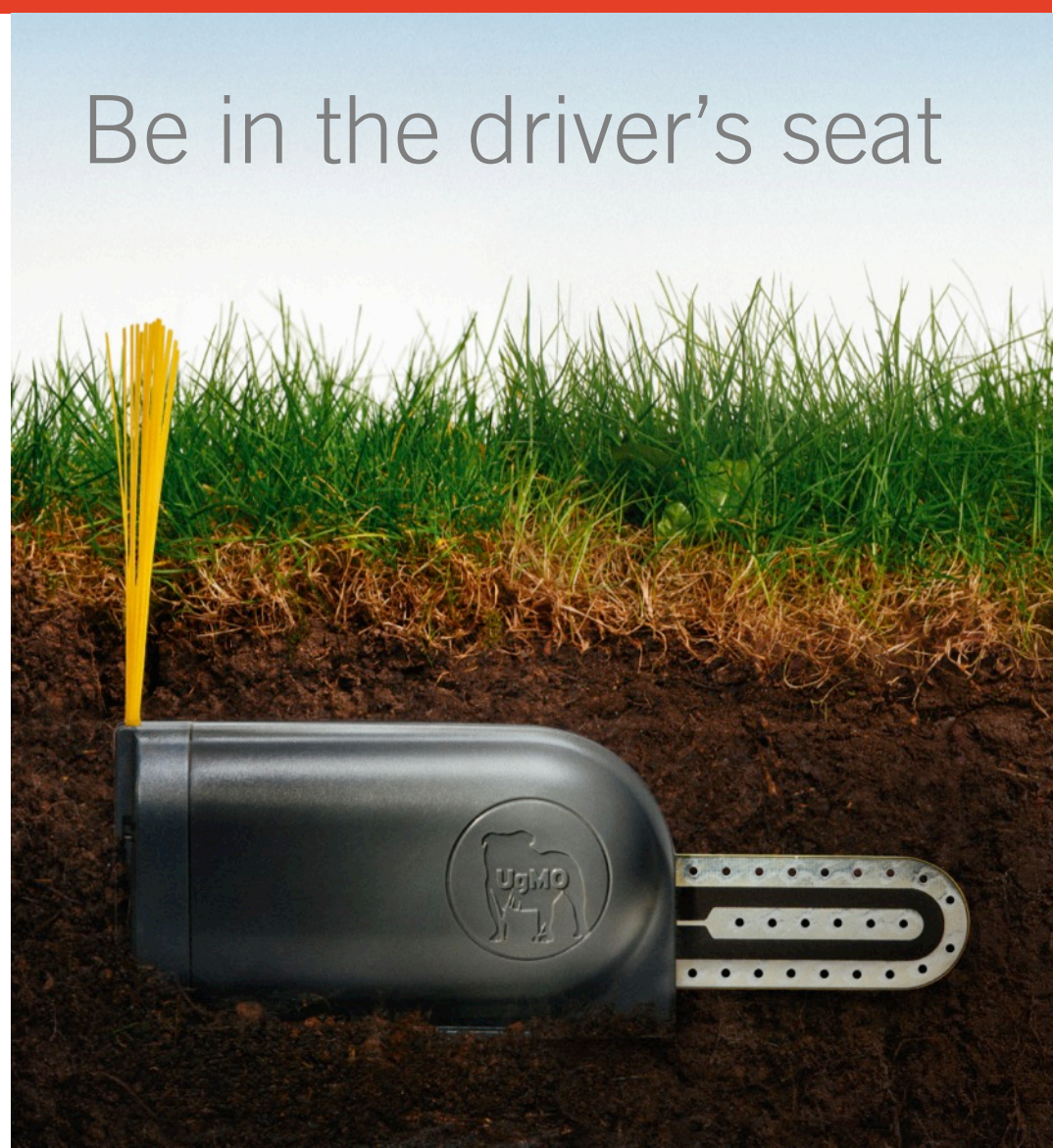
Alcon®

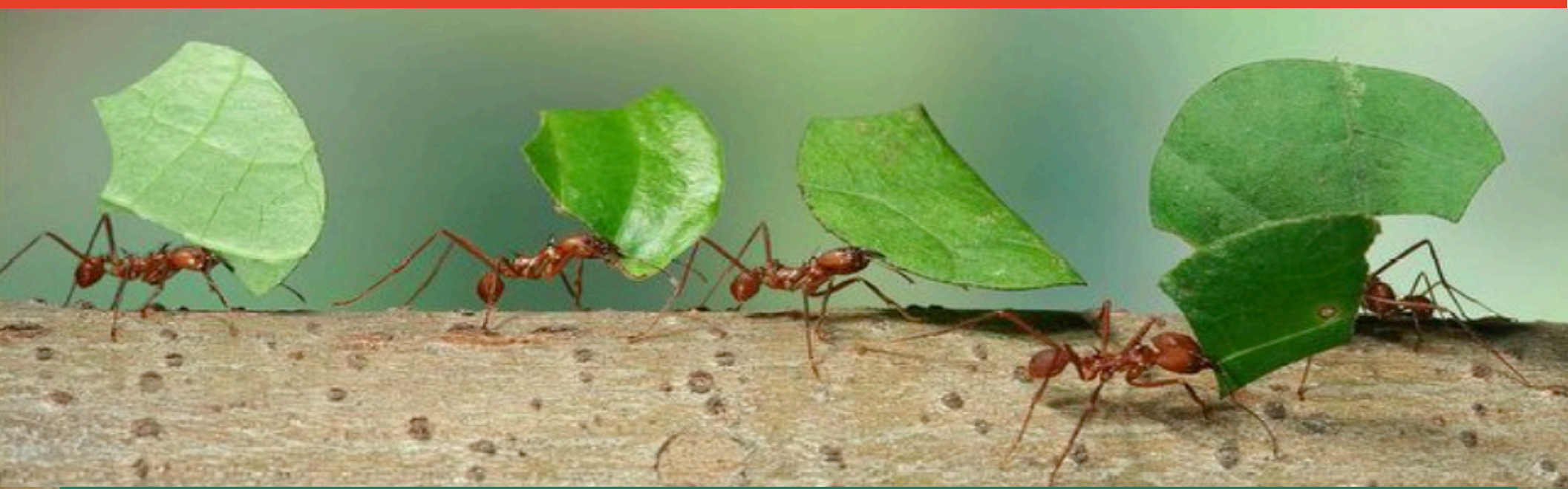
Sustainability





Be in the driver's seat





Ecology for Designers <http://www.okala.net> |



Okala Practitioner



A Sustainable Product Design Process: How To Start

Jan 16, 2014

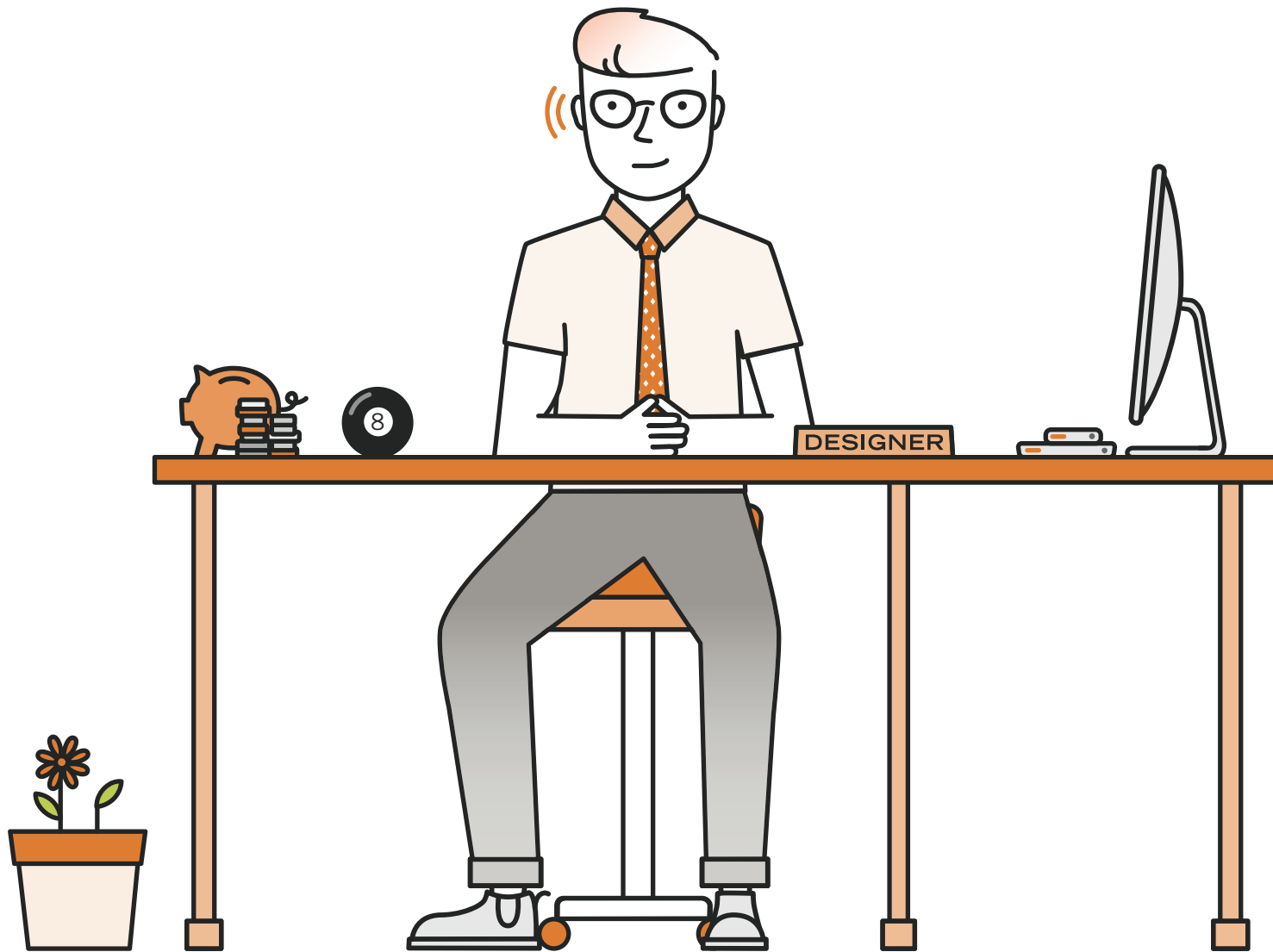
[in Share](#) 14 [f Like](#) [Share](#) 16 [+ Share](#) 2 [t Tweet](#) 6

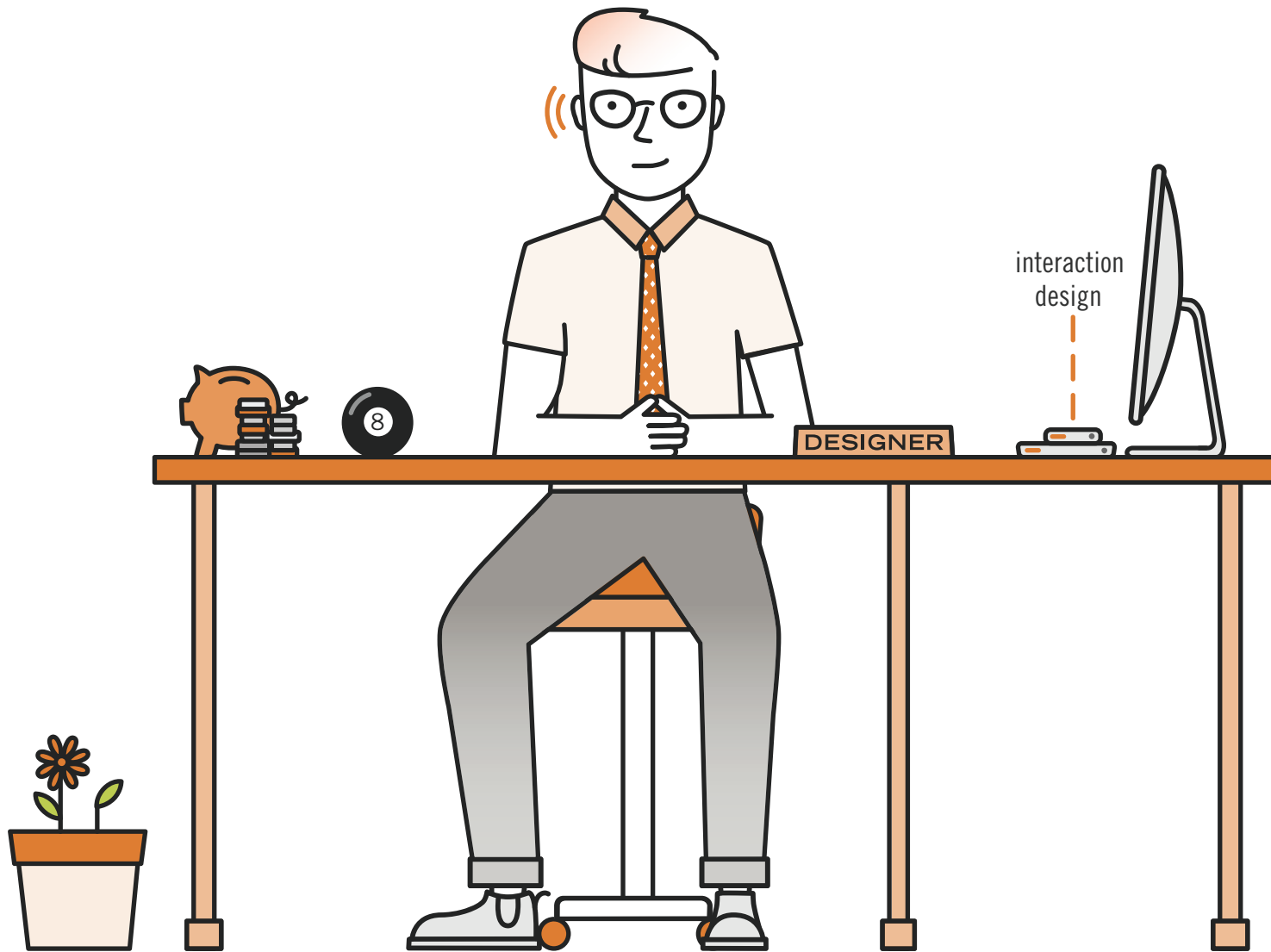
A little more than six years ago we had our first client ask, “How can you help us make this product greener?” Someone at the top of that company was excited about sustainability, but no one below him had any idea how to actually do it. We said, “Uh ... let us get back to you.” Then we went out and did some research.

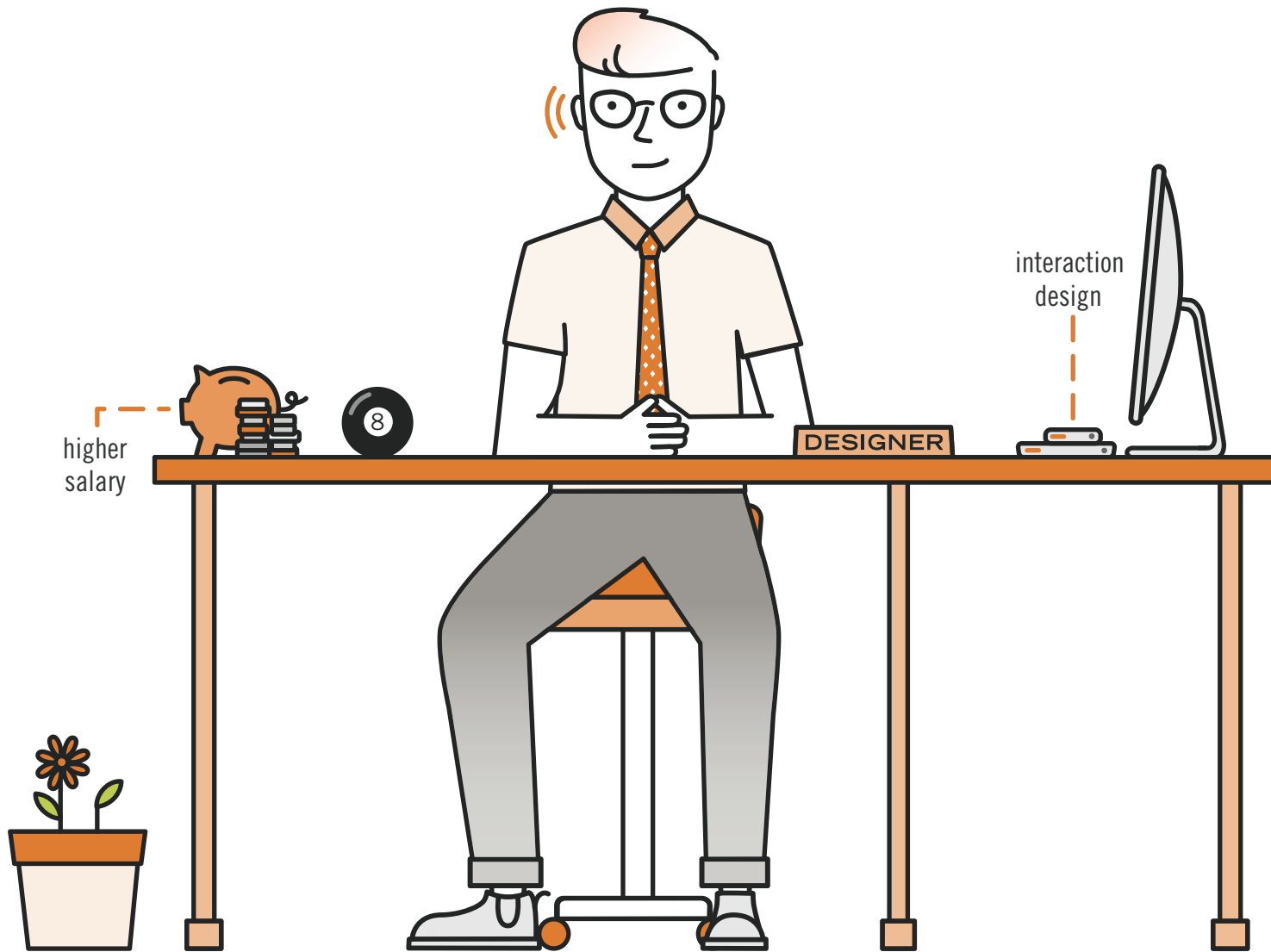


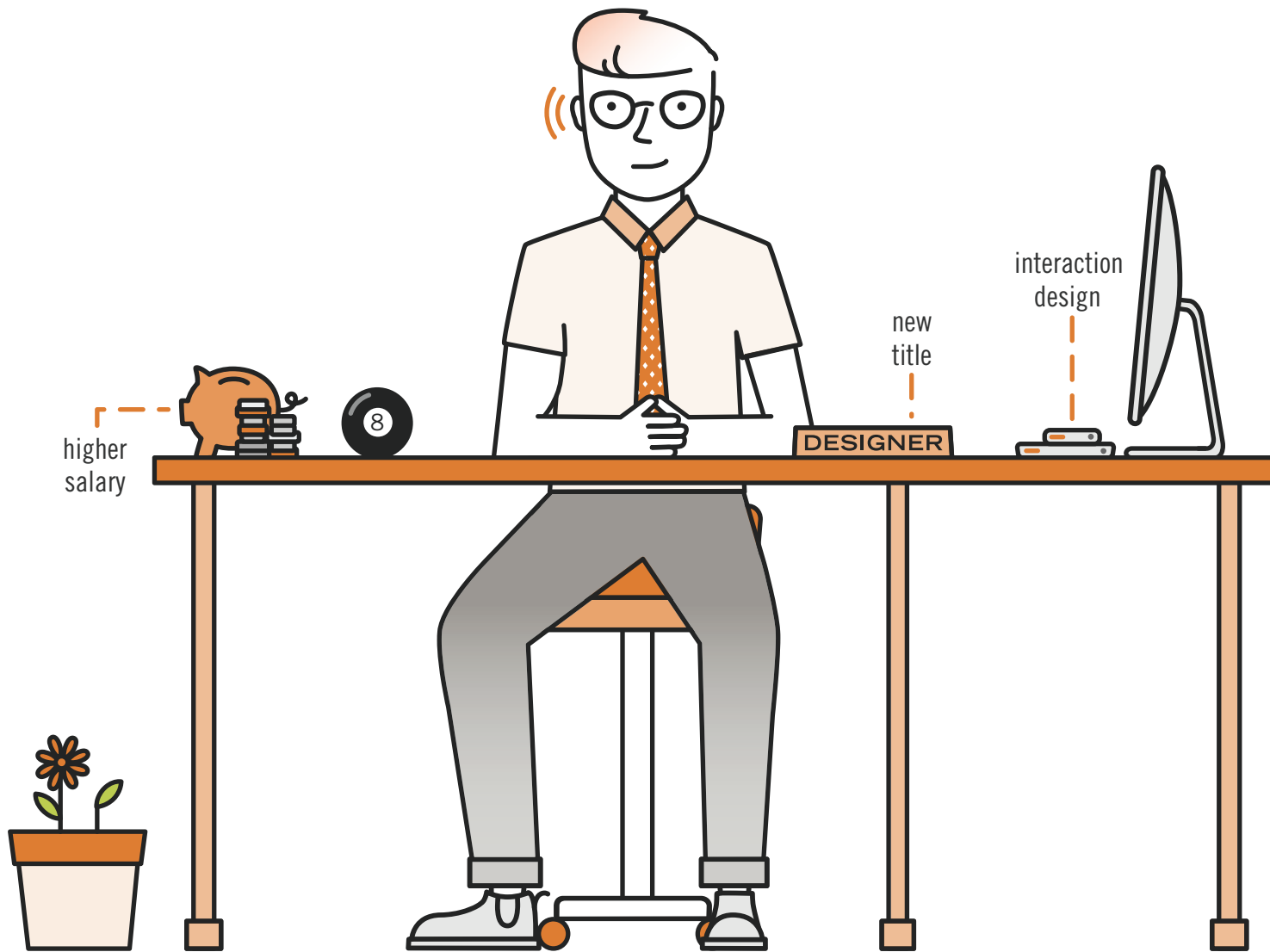
Seth GaleWyrick
Senior Mechanical Engineer and
Sustainable Design Specialist

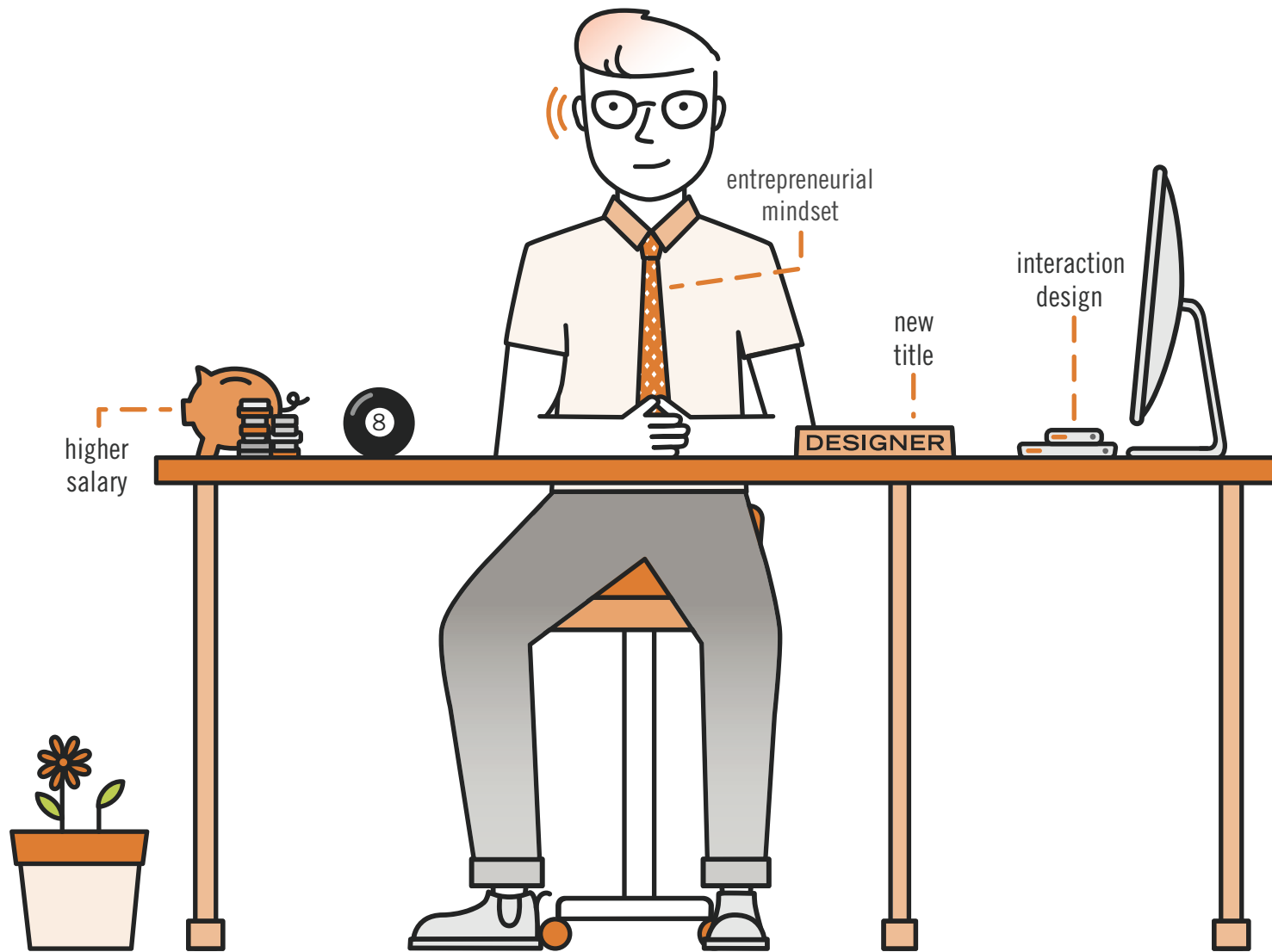
[Read full bio →](#)

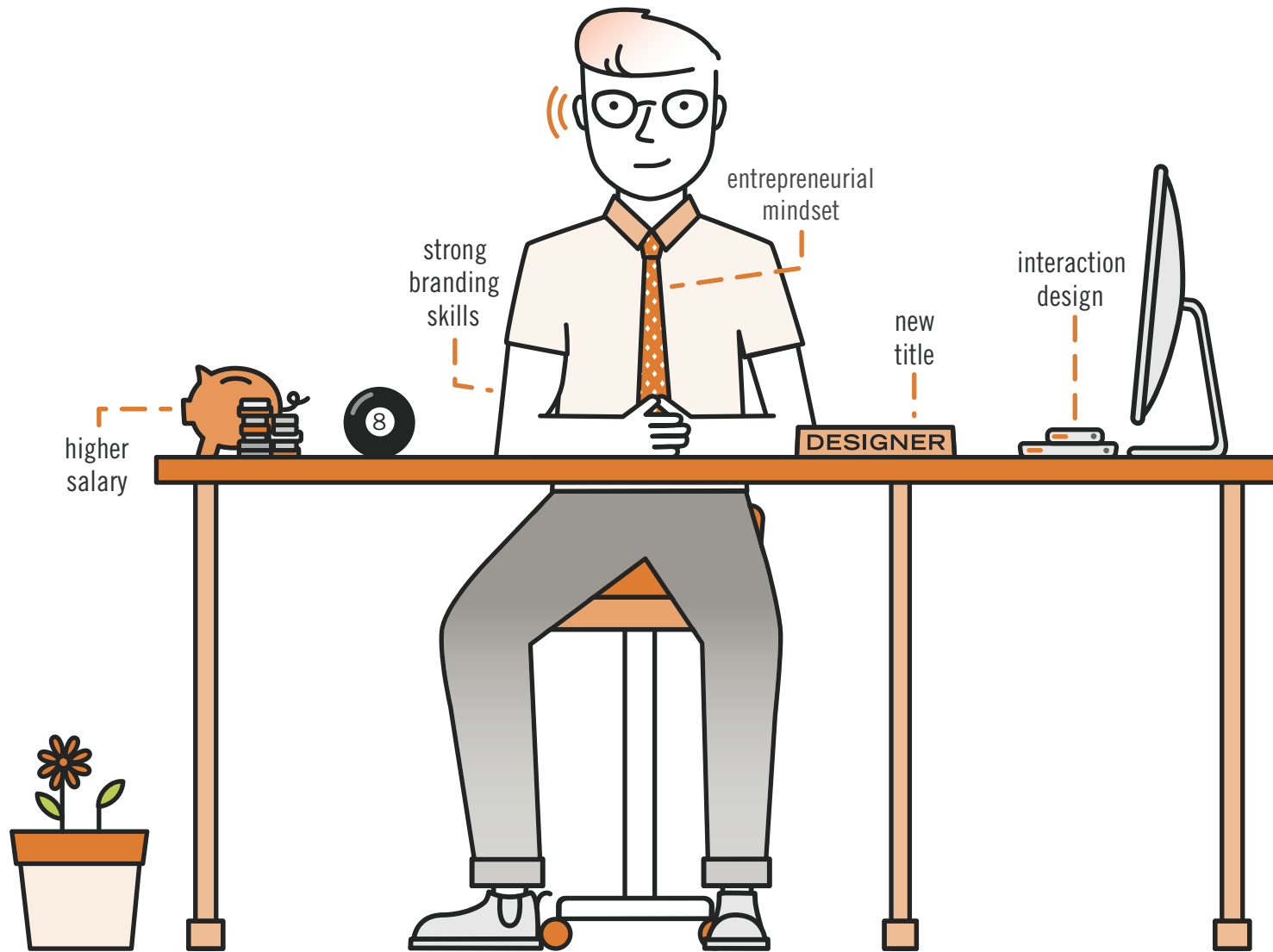


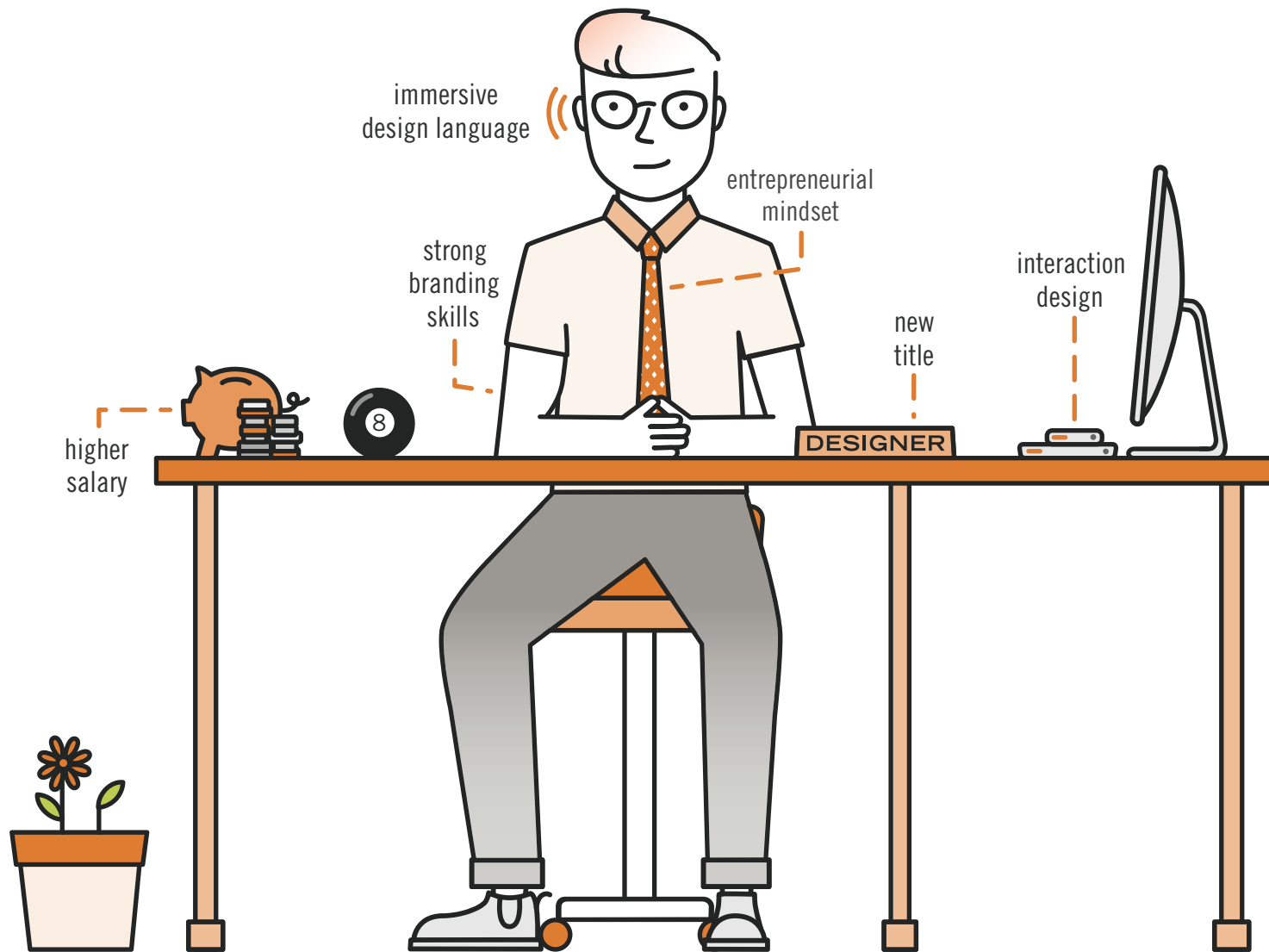


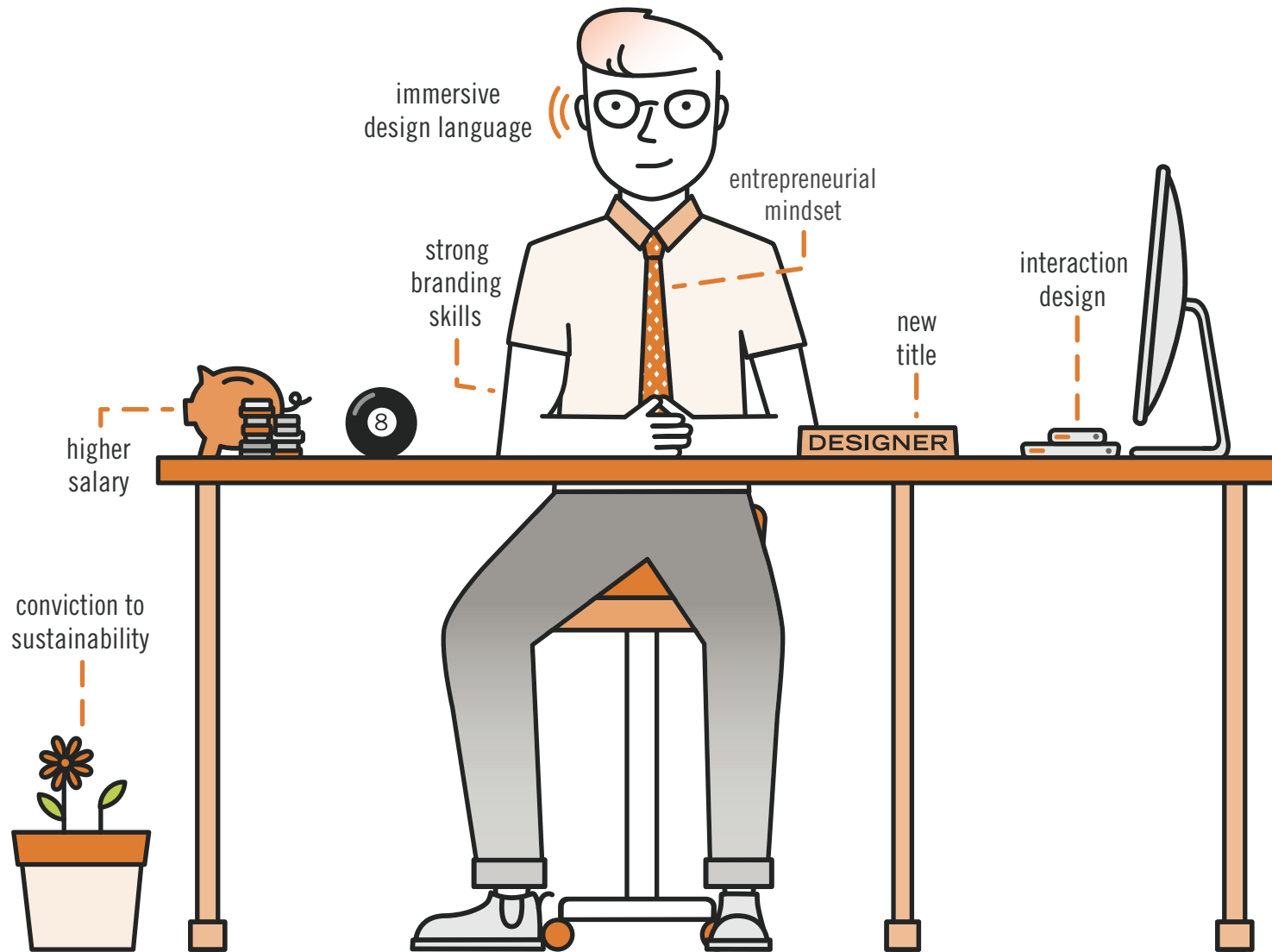












DESIGN YOUR
FUTURE



Accelerate | Innovation

More questions?
Email Mathieu at mturpault@bresslergroup.com

Visit Bresslergroup online at Bresslergroup.com and Accelerator
at accelerator.bresslergroup.com

Follow Bresslergroup at @Bresslergroup, and continue the
dialogue at #futureofdesign.

Accelerate | Innovation